

SUPPLEMENT TO CONTRACT FOR ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 260102 THE NAME OF THE CANDIDATE IS: BAGOLL Obomo THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Process of the U.S. the Primary Election, A General Election, or D Special Election. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS

DOWN FOR AMERICA THE TREASURER OF THE AUTHORIZED COMMITTEE IS 4 deral THE CONTACT PERSON FOR THE PURCHASER IS: 5. 3050 K St NW WASH DUZONOT 202 338-8700 **Phone Number** THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER - 6, lardin Hestitt - Transcer

* The Treasurer is often the only top officer of a Candidate Committee;



Flight Dates 09/25/12-10/01/12

Product

OBAMA SCHED A

Original Date / Revision

Contract / Revision

09/24/12 09/25/12

260102 /

Agency Com 15% **Billing Contact**

Advertiser Pol/B Obama/Pres/D

3050 K Street NW

Suite 100

Washington, DC 20007

Agency GMMB

Buying Contact

Sales Region NAT

3050 K Street NW Suite 100

Washington, DC 20007

Sales Office DC

Agency Ref

Order Sep

00:15:00

1844 Estimate #

Alt Order # 06334402

Billing Type

Cash

Order Type

GENERAL EOM/EOC

Billing Cycle

Billing Calendar BROADCAST

Demographic A35+

Rev Codes **AGY** POL CAND

Product Codes PL-Presidential-Democrat

Priority

P-2

Advertiser Ref

Primary Account Executive

Aaron Ashe

Account Executive Order% Start Date **End Date** Aaron Ashe 100%

Order Share 26% Market Value 333846

| Competing Statio | n % of Order | Amount |
|------------------|--------------|--------|
| WBFS | % | 0 |
| WBZL | 3% | 10015 |
| WFOR | 28% | 93476 |
| WPXM | % | 0 |
| WSVN | 25% | 83461 |
| WTVJ | 18% | 60092 |

| Order Totals | ; | | Billing Plan | | | | | | | | | | |
|----------------|------------|-------------|--------------|-------------------|----------|---------|--------------|--------------|--|--|--|--|--|
| Month | # of Spots | Net Amount | Gross Amount | Rating Start Date | End Date | # Spots | Net Amount C | Pross Amount | | | | | |
| September 2012 | 86 | \$58,352.50 | \$68,650.00 | 0.00 08/27/12 | 09/30/12 | 86 | \$58,352.50 | \$68,650.00 | | | | | |
| October 2012 | 20 | \$15,427.50 | \$18,150.00 | 0.00 10/01/12 | 10/01/12 | 20 | \$15,427.50 | \$18,150.00 | | | | | |
| Totals | 106 | \$73,780.00 | \$86,800.00 | 0.00 | | | | | | | | | |

| | | | | | | | | | <u>Tota</u> | <u>lls</u> |
|----------------------------|-------------------|-------------|---------------|---------------|---------|-----|--------------|----------|-------------|------------|
| Ln Ch Start End | Inventory Code E | 3reak | Start/End Ti | me Days | Len Spo | ots | Rate Pri | Rtg Type | Spots | Amount |
| E 1 WPLG 09/25/12 10/01/12 | M-F 5a LCL News C | CM | 5-6am | MTWTF | :30 | 4 | \$125.00 P-2 | 0.00 NM | 4 | \$500.00 |
| | LCL 10 News @ 5am | | (5:00 AM-5:30 | 0 AM) | | | | | | |
| Start Date End Date | Weekdays Spots/ | <u>Week</u> | <u>Rate</u> | Rating | | | | | | |
| Week: 09/25/12 10/01/12 | MTWTF | 4 | \$125.00 | 0.00 | | | | | | |
| E 2 WPLG 09/25/12 10/01/12 | M-F 5a LCL News | CM | 5-6am | MTWTF | :30 | 4 | \$125.00 P-2 | 0.00 NM | 4 | \$500.00 |
| | LCL 10 News @ 5am | | (5:30 AM-6:0 | 0 AM) | | | | | | |
| Start Date End Date | Weekdays Spots/ | <u>Week</u> | <u>Rate</u> | Rating | | | | | | |
| Week: 09/25/12 10/01/12 | MTWTF | 4 | \$125.00 | 0.00 | | | | | | |
| E 3 WPLG 09/25/12 10/01/12 | M-F 6a LCL News C | CM | 6-7am | MTWTF | :30 | 4 | \$750.00 P-2 | 0.00 NM | 4 | \$3,000.00 |
| | LCL 10 News @ 6am | | (6:00 AM-6:3 | 0 AM) | | | | | | |
| Start Date End Date | Weekdays Spots/ | <u>Week</u> | <u>Rate</u> | Rating | | | | | | |
| Week: 09/25/12 10/01/12 | MTWTF | 4 | \$750.00 | 0.00 | | | | | | |
| E 4 WPLG 09/25/12 10/01/12 | M-F 6a LCL News C | CM | 6-7am | MTWTF | :30 | 4 | \$750.00 P-2 | 0.00 NM | 4 | \$3,000.00 |
| | LCL 10 News @ 6am | | (6:30 AM-7:0 | 0 AM) | | | | | | |
| Start Date End Date | Weekdays Spots/ | <u>Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: 09/25/12 10/01/12 | MTWTF | 4 | \$750.00 | 0.00 | | | | | | |



260102

Flight Dates 09/25/12-10/01/12

Hiatus Dates

<u>Original Date / Revision</u> 09/24/12/ 09/25/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED A

Estimate # 1844

| | | | - | | | | | | | | | |
|---|---------|------------|---------------------------------|---------------------|---|----------------|--------|-----|--|------------|-------|-----------------|
| | | | | | | | | | | | Tota | ıls_ |
| Ln Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
| E 5 WPLG | 09/25/1 | 2 10/01/12 | M-F 7-9a GMA | CM | 7-9am | MTWTF | :30 | 4 | \$850.00 P-2 | 0.00 NM | 4 | \$3,400.00 |
| | | | Good Morning An | | (7:00 AM-8:0 | | | | | | | |
| | t Date | End Date | <u>Weekdays</u> | Spots/Week | | Rating | | | | | | |
| Week: 09/2 | | 10/01/12 | MTWTF | 4 | \$850.00 | 0.00 | | | **** | 0.00.104 | | 40.400.00 |
| E 6 WPLG | 09/25/1 | 2 10/01/12 | M-F 7-9a GMA Good Morning An | CM nerica | 7-9am (8:00 AM-9:0 | MTWTF | :30 | 4 | \$850.00 P-2 | 0.00 NM | 4 | \$3,400.00 |
| Start | t Date | End Date | Weekdays | Spots/Week | • | Rating | | | | | | |
| Week: 09/2 | | 10/01/12 | MTWTF | 4 | | 0.00 | | | | | | |
| E 7 WPLG | 09/29/1 | 2 09/29/12 | 6AM-Sat LCL 10 | News CM | 6-7am | 1- | :30 | 1 | \$400.00 P-2 | 0.00 NM | 1 | \$400.00 |
| | | | Local 10 News Sa | at @ | (6:00 AM-6:3 | 30 AM) | | | | | | |
| *************************************** | t Date | End Date | <u>Weekdays</u> | Spots/Week | *************************************** | Rating | | | | | | |
| Week: 09/2 | | 09/30/12 | 1- | 1 | \$400.00 | 0.00 | | | | | | |
| E 8 WPLG | 09/29/1 | 2 09/29/12 | 6AM-Sat LCL 10 | | 6-7am | 1- | :30 | 1 | \$400.00 P-2 | 0.00 NM | 1 | \$400.00 |
| Stort | t Date | End Date | Local 10 News Sa | at @ Spots/Week | (6:30 AM-7:0 | i | | | | | | |
| Week: 09/2 | | 09/30/12 | <u>Weekdays</u> 1- | Spots/vveek | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| E 9 WPLG | | | 7AM-Sat LCL 10 | News CM | 7-8am | 1- | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| | | _ 00/20/12 | Local 10 News S | | (7:00 AM-7:3 | _ | .00 | • | Ψ000.001 -2 | 0.00 14141 | ' | ψ000.00 |
| Start | t Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/2 | 24/12 | 09/30/12 | 1- | 1 | \$600.00 | 0.00 | | | | | | |
| E 10 WPLG | 09/29/1 | 2 09/29/12 | 7AM-Sat LCL 10 | News CM | 7-8am | 1- | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| | | | Local 10 News Sa | at @ | (7:30 AM-8:0 | 00 AM) | | | | | | |
| | t Date | End Date | <u>Weekdays</u> 1- | Spots/Week | | Rating | | | | | | |
| Week: 09/2 E 11 WPLG | | 09/30/12 | Sa GMA | CM | \$600.00 | 0.00 | | | \$000 00 D 0 | 0.00 NA | , | \$000.00 |
| E II WFLG | 09/29/1 | 2 09/29/12 | Sat/Good Morning | | 8-9am | 1- | :30 | 1 | \$800.00 P-2 | 0.00 NM | 1 | \$800.00 |
| Start | t Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/2 | | 09/30/12 | 1- | 1 | \$800.00 | 0.00 | | | | | | |
| E 12 WPLG | 09/30/1 | 2 09/30/12 | 6AM-Sun LCL 10 | News CM | 6-7am | 1 | :30 | 1 | \$100.00 P-2 | 0.00 NM | 1 | \$100.00 |
| | | | Local 10 News Si | unday | (6:00 AM-6:3 | 30 AM) | | | | | | |
| | t Date | End Date | <u>Weekdays</u> | Spots/Week | • | Rating | | | | | | |
| Week: 09/2 | | 09/30/12 | 1 | 1 | | 0.00 | | | | | | |
| E 13 WPLG | 09/30/1 | 2 09/30/12 | 6AM-Sun LCL 10 | | 6-7am | 1 | :30 | 1 | \$100.00 P-2 | 0.00 NM | 1 | \$100.00 |
| Stort | t Date | End Date | Local 10 News Si Weekdays | unday Spots/Week | (6:30 AM-7:0 | | | | | | | |
| <u>Stan</u> Week: 09/2 | | 09/30/12 | <u>vveekuays</u> 1 | <u>5pots/vveek</u> | <u>Rate</u> \$100.00 | Rating 0.00 | | | | | | |
| | | | 7a-Sun LCL 10 N | | | 1 | :30 | 1 | \$175.00 P-2 | 0.00 NM | 1 | \$175.00 |
| | | | Local 10 News S | | (7:00 AM-7:3 | | | • | ************************************** | 0.00 | , | Ψ1.0100 |
| Start | t Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 09/2 | | 09/30/12 | 1 | 1 | \$175.00 | 0.00 | | | | | | |
| E 15 WPLG | 09/30/1 | 2 09/30/12 | 7a-Sun LCL 10 N | | 7-8am | 1 | :30 | 1 | \$175.00 P-2 | 0.00 NM | 1 | \$175.00 |
| • | | | Local 10 News Si | - | (7:30 AM-8:0 | : | | | | | | |
| | t Date | End Date | <u>Weekdays</u> 1 | Spots/Week | | Rating | | | | | | |
| Week: 09/2 E 16 WPLG | | 09/30/12 | | CM | \$175.00 8-9am | 0.00 | :30 | 1 | \$700.00 P-2 | 0.00 NM | 1 | \$700.00 |
| E 10 WFLG | 09/30/1 | 2 09/30/12 | Su GMA | Civi | 0-9am | 1 | .30 | ' | \$700.00 F-2 | O.OO INIVI | ı | \$700.00 |
| Start | t Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/2 | | 09/30/12 | 1 | 1 | | 0.00 | | | | | | |
| E 17 WPLG | 09/25/1 | 2 10/01/12 | M-F 9a Live/Kelly | CM | 9-10a | MTWTF | :30 | 3 | \$400.00 P-2 | 0.00 NM | 3 | \$1,200.00 |
| | | | Live With Kelly | | (9:00 AM-9:3 | 30 AM) | | | | | | |
| <u>Start</u> | t Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| | | | | | | | | | | | | |



260102

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12/ 09/25/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D Product OBAMA SCHED A Est

Estimate # 1844

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Гime Days | Len Spo | ots | Rate Pri | Rtg Type | Tota Spots | als Amount |
|-------------------------|-------------------------|----------------------|--------------------------------------|-----------------|---|-----------------------|---------|-----|------------------|------------|---------------|------------------|
| E 17 WPLG | 09/25/1 | 2 10/01/12 | M-F 9a Live/Kelly | СМ | 9-10a | MTWTF | :30 | 3 | \$400.00 P-2 | 0.00 NM | | \$1,200.00 |
| | | | Live With Kelly | | (9:00 AM-9: | 30 AM) | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | | Rating | | | | | | |
| Week: 09/ E 18 WPLG | | 10/01/12 | MTWTF | CM | * | 0.00 | .20 | | £400 00 D 0 | 0.00.104 | | #4.000.00 |
| E 10 WFLG | 09/23/1 | 2 10/01/12 | M-F 9a Live/Kelly Live With Kelly | CIVI | 9-10a (9:30 AM-10 | MTWTF 0:00 AM) | :30 | 4 | \$400.00 P-2 | 0.00 NM | 4 | \$1,600.00 |
| <u>Sta</u> | rt Date | End Date | Weekdays | Spots/Week | • | Rating | | | | | | |
| Week: 09/ | | 10/01/12 | MTWTF | 4 | \$400.00 | 0.00 | | | | | | |
| E 19 WPLG | 09/25/1 | 2 10/01/12 | M-F 10a Ricki Lak Ricki Lake 9/10 | e CM | 10-11a (10:00 AM-1 | MTWTF 10:30 AM) | :30 | 4 | \$400.00 P-2 | 0.00 NM | 4 | \$1,600.00 |
| | rt Date | End Date | Weekdays | Spots/Week | | Rating | | | | | | |
| Week: 09/ | | 10/01/12 | MTWTF | 4 | V 100100 | 0.00 | | | | | | |
| E 20 WPLG | 09/25/1 | 2 10/01/12 | M-F 10a Ricki Lak Ricki Lake 9/10 | e CM | 10-11a (10:30 AM-1 | MTWTF | :30 | 4 | \$400.00 P-2 | 0.00 NM | 4 | \$1,600.00 |
| Sta | rt Date | End Date | Weekdays | Spots/Week | • | Rating | | | | | | |
| Week: 09/ | | 10/01/12 | MTWTF | 4 | | 0.00 | | | | | | |
| E 21 WPLG | 09/25/1 | 2 10/01/12 | M-F 11a The View M-F The View | v CM | 11-12n | MTWTF | :30 | 3 | \$1,000.00 P-2 | 0.00 NM | 3 | \$3,000.00 |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 09/ | | 10/01/12 | MTWTF | | \$1,000.00 | 0.00 | | | | | | |
| E 22 WPLG | 09/25/1 | 2 10/01/12 | M-F 12n News | CM | 12-1PM | MTWTF | :30 | 3 | \$400.00 P-2 | 0.00 NM | . 3 | \$1,200.00 |
| Sta | rt Date | End Date | M-F LCL 10 News Weekdays | | (12:00 PM-1 | , | | | | | | |
| Week: 09/ | | 10/01/12 | MTWTF | Spots/Week 3 | | <u>Rating</u> 0.00 | | | | | | |
| E 23 WPLG | 09/25/1 | 2 10/01/12 | M-F 12n News | СМ | 12-1PM | MTWTF | :30 | 3 | \$400.00 P-2 | 0.00 NM | 3 | \$1,200.00 |
| | | | M-F LCL 10 News | 6 @ No | (12:30 PM-1 | I:00 PM) | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | | Rating | | | | | | |
| Week: 09/ E 24 WPLG | | 10/01/12 | 9AM-Sat LCL 10 I | James CM | <u> </u> | 0.00 | .00 | | #000 00 B 0 | 0.00.144 | | # 000 00 |
| E 24 WFLG | 0912911 | 2 09/29/12 | Local 10 News Sa | | 9-10:30am (9:00 AM-9: | _ | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| <u>Sta</u> | rt Date | End Date | Weekdays | Spots/Week | - | Rating | | | | | | |
| Week: 09/ | | 09/30/12 | 1- | 1 | \$600.00 | 0.00 | | | | | | |
| E 25 WPLG | 09/29/1 | 2 09/29/12 | 9AM-Sat LCL 10 I | | 9-10:30am | 1- | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| 04- | -4 D-4- | Ford Data | Local 10 News Sa | _ | (9:30 AM-10 | | | | | | | |
| <u>Sta</u> Week: 09/ | <u>rt Date</u> 24/12 | End Date 09/30/12 | <u>Weekdays</u> 1- | Spots/Week 1 | <u>Rate</u> \$600.00 | Rating 0.00 | | | | | | |
| | | | 9AM-Sat LCL 10 I | | 9-10:30am | 1- | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| | | | Local 10 News Sa | | (10:00 AM-1 | 10:30 AM) | | · | 4000.001. | 0.00 11111 | | φοσοίσο |
| | | End Date | <u>Weekdays</u> | Spots/Week | *************************************** | Rating | | | | | | |
| Week: 09/ | | 09/30/12 | 1- | | \$600.00 | 0.00 | | | | | | |
| E 27 WPLG | 09/30/1 | 2 09/30/12 | 9a-Sun LCL 10 No | | 9-1030am | 1 | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| Sta | rt Date | End Date | | Spots/Week | (9:00 AM-9: Rate | Rating | | | | | | |
| Week: 09/ | | 09/30/12 | 1 | | \$600.00 | 0.00 | | | | | | |
| E 28 WPLG | 09/30/1 | 2 09/30/12 | 9a-Sun LCL 10 No | ews CM | 9-1030am | 1 | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| | | | 9a-Sun LCL 10 N | ews | (9:30 AM-10 |):00 AM) | | | | | | , |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | | Rating | | | | | | |
| Week: 09/ | - | 09/30/12 | 1 | | \$600.00 | 0.00 | | | | | | |
| E 29 WPLG | U 9 /30/1 | 2 09/30/12 | 9a-Sun LCL 10 No 9a-Sun LCL 10 No | | 9-1030am (10:00 AM-1 | 1 IO:30 AM) | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| Sta | rt Date | End Date | | Spots/Week | • | Rating | | | | | | |
| | | | | | 11010 | <u>rading</u> | | | | | ı | |



260102

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12/ 09/25/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED A

Estimate # 1844

| Ln Ch Start | End | Inventory Code | | | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|-------------------------------------|----------------------|---------------------------------------|-----------------|---------------------------|-----------------|--------|-----|----------------|----------|-------|------------|
| E 29 WPLG 09/30/1 | 2 09/30/12 | 9a-Sun LCL 10 N 9a-Sun LCL 10 N | | 9-1030am (10:00 AM-1 | 1 IO:30 AM) | :30 | 1 | \$600.00 P-2 | 0.00 NM | 1 | \$600.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/24/12 | 09/30/12 | 1 | 1 | \$600.00 | 0.00 | | | | | | |
| E 30 WPLG 09/30/1 | 2 09/30/12 | This Week (ABC) This Week (ABC) | | 1030-1130a (10:30 AM-1 | | :30 | 1 | \$900.00 P-2 | 0.00 NM | 1 | \$900.00 |
| <u>Start Date</u> Week: 09/24/12 | End Date 09/30/12 | Weekdays 1 | Spots/Week 1 | Rate \$900.00 | Rating 0.00 | | | | | | |
| E 31 WPLG 09/30/1 | 2 09/30/12 | TWISF/Michael P This Week in Sou | • | 1130a-12p (11:30 AM-1 | 1 12:00 PM) | :30 | 1 | \$500.00 P-2 | 0.00 NM | 1 | \$500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 09/24/12 | 09/30/12 | 1 | 1 | \$500.00 | 0.00 | | | | | | |
| E 32 WPLG 09/25/1 | | Katie Couric | ric CM | 3-4p (3:00 PM-4: | MTWTF 00 PM) | :30 | 3 | \$200.00 P-2 | 0.00 NM | 3, | \$600.00 |
| <u>Start Date</u> Week: 09/25/12 | End Date 10/01/12 | <u>Weekdays</u> MTWTF | Spots/Week 3 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | , | | |
| E 33 WPLG 09/25/1 | 2 10/01/12 | M-F 4p Dr Oz Dr Oz | СМ | 4-5p (4:00 PM-4: | MTWTF 30 PM) | :30 | 3 | \$650.00 P-2 | 0.00 NM | 3 | \$1,950.00 |
| <u>Start Date</u> Week: 09/25/12 | End Date 10/01/12 | <u>Weekdays</u> MTWTF | Spots/Week 3 | <u>Rate</u> \$650.00 | Rating 0.00 | | | | | | |
| E 34 WPLG 09/25/1 | 2 10/01/12 | M-F 4p Dr Oz Dr Oz | СМ | 4-5p (4:30 PM-5: | MTWTF 00 PM) | :30 | 3 | \$650.00 P-2 | 0.00 NM | 3 | \$1,950.00 |
| <u>Start Date</u> Week: 09/25/12 | End Date 10/01/12 | <u>Weekdays</u> MTWTF | Spots/Week 3 | <u>Rate</u> \$650.00 | Rating 0.00 | | | | | | |
| E 35 WPLG 09/25/1 | 2 10/01/12 | M-F 5p LCL News Local 5p News | CM | 5-6p (5:00 PM-5: | MTWTF 30 PM) | :30 | 3 | \$325.00 P-2 | 0.00 NM | 3 | \$975.00 |
| <u>Start Date</u> Week: 09/25/12 | End Date 10/01/12 | <u>Weekdays</u> MTWTF | Spots/Week 3 | <u>Rate</u> \$325.00 | Rating 0.00 | | | | | | |
| E 36 WPLG 09/25/1 | 2 10/01/12 | M-F 5p LCL News Local 5p News | | 5-6p (5:30 PM-6: | MTWTF 00 PM) | :30 | 3 | \$325.00 P-2 | 0.00 NM | 3 | \$975.00 |
| <u>Start Date</u> Week: 09/25/12 | End Date 10/01/12 | <u>Weekdays</u> MTWTF | Spots/Week 3 | Rate \$325.00 | Rating 0.00 | | | | | | |
| E 37 WPLG 09/25/1 | 2 10/01/12 | M-F 6p LCL News M-F Local News | СМ | 6-630pm | MTWTF | :30 | 3 | \$550.00 P-2 | 0.00 NM | 3 | \$1,650.00 |
| <u>Start Date</u> Week: 09/25/12 | End Date 10/01/12 | <u>Weekdays</u> MTWTF | Spots/Week 3 | <u>Rate</u> \$550.00 | Rating 0.00 | | | | | | |
| E 38 WPLG 09/30/1: | 2 09/30/12 | Su Wknd Early Ne Sunday Weekend | | various | 1 | :30 | 1 | \$700.00 P-2 | 0.00 NM | 1 | \$700.00 |
| Start Date Week: 09/24/12 | End Date 09/30/12 | Weekdays 1 | Spots/Week | <u>Rate</u> \$700.00 | Rating 0.00 | | | | | | |
| E 39 WPLG 09/25/1 | | M-F 7p Wheel of I M-F Wheel of For | | 7-730pm | MTWTF | :30 | 3 | \$800.00 P-2 | 0.00 NM | 3 | \$2,400.00 |
| Start Date Week: 09/25/12 | End Date 10/01/12 | Weekdays MTWTF | Spots/Week 3 | Rate \$800.00 | Rating 0.00 | | | | | | |
| E 40 WPLG 09/25/1 | | M-F 730p Jeopard M-F Jeopardy | | 730-8pm | MTWTF | :30 | 3 | \$2,300.00 P-2 | 0.00 NM | 3 | \$6,900.00 |
| Start Date Week: 09/25/12 | End Date 10/01/12 | Weekdays MTWTF | Spots/Week | Rate \$2,300.00 | Rating 0.00 | | | | | | |
| E 41 WPLG 10/01/1 | | | CM | 8-10p (8:00 PM-10 | 1 | :30 | 1 | \$5,000.00 P-2 | 0.00 NM | 1 | \$5,000.00 |
| | | 11lc | Spots/Week | (2,22,1141-10 | , | | | | | | |



260102

Flight Dates 09/25/12-10/01/12

Hiatus Dates

<u>Original Date / Revision</u> 09/24/12/ 09/25/12

Order Sep

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED A

Estimate # 1844

00:15:00

| In Ch. Stort End | Improvement Code | راه ماد | Otout/End Time | n Davis | lan Cha | t- D. | nto Dei | Dta Tuno | Tota | |
|--|---------------------------------------|-------------|---|------------|-----------------------|----------------------|----------------------|----------|----------|------------------|
| Ln Ch Start End | | | Start/End Time | | Len Spo | | | Rtg Type | | Amount |
| E 41 WPLG 10/01/12 10/01/12 | Mon 8-9p C Dancing With The Sta | M | 8-10p | 1 | :30 | 1 \$5,00 | 0.00 P-2 | 0.00 NM | 1 | \$5,000.00 |
| Start Date End Date | Weekdays Spots/ | Mook | (8:00 PM-10:00 Rate R | tating | | | | | | |
| Week: 10/01/12 10/07/12 | 1 | | \$5,000.00 | 0.00 | | | | | | |
| E 42 WPLG 09/25/12 09/25/12 | Tue 10-11p C | M | 10-11p | -1 | :30 | 1 \$2.00 | 0.00 P-2 | 0.00 NM | 1 | \$2,000.00 |
| | Private Practice | | 7.5.7.1 | | | · •-, | | | | 7 -, |
| Start Date End Date | Weekdays Spots/ | <u>Week</u> | <u>Rate</u> R | ating | | | | | | |
| Week: 09/24/12 09/30/12 | -1 | | \$2,000.00 | 0.00 | | | | | | |
| | Description Fun 40 445 | | <u>//End Time</u> | _ | <u>Weekdays</u> -T | Length | | Rtg Type | | |
| 1 WPLG 09/24/12-09/30/12 T See MG 42.2 | ue 10-11p | 10-1 | ıp | • | - | :30 (\$, | 2,000.00, | 0.00 NM | | |
| [due NA] | | | | | | | | · | | |
| 2 WPLG 09/24/12-09/30/12 S | Su 10-11p | 10-1 | 1p | | Su | :30(\$ | 2,000.00 | 0.00 NM | | |
| ⊕ See MG 42.3 | , | | • | | | | , , | | | |
| 3 NPLG 09/26/12-09/28/12 N | M-F 7p Wheel of Fortune | 7-73 | 0pm | - | WThF | :30 \$ | 2,000.00 | 0.00 NM | | |
| | · | | | | | | | | | |
| E 43 WPLG 09/28/12 09/28/12 | Fri 8-9p C | M | 8-9p | 1 | :30 | 1 \$5,00 | 0.00 P-2 | 0.00 NM | 1 | \$5,000.00 |
| | Shark Tank | | (8:00 PM-9:00 P | M) | | | | | | |
| Start Date End Date | Weekdays Spots/ | <u>Week</u> | <u>Rate</u> <u>R</u> | tating | | | | | | |
| Week: 09/24/12 09/30/12 | 1 | 1 | \$5,000.00 | 0.00 | | | | | | |
| E 44 WPLG 09/30/12 09/30/12 | · · · · · · · · · · · · · · · · · · · | M | 7-8p | 1 | . :30 | 1 \$3,50 | 0.00 P-2 | 0.00 NM | 1 | \$3,500.00 |
| | Once Upon A Time | | (7:00 PM-8:00 P | | | | | | | |
| Start Date End Date | <u>Weekdays</u> <u>Spots/</u> | | | tating | | | | | | |
| Week: 09/24/12 09/30/12 | | | \$3,500.00 | 0.00 | -00 | 4 00 50 | 0.00 0.0 | 0.00 NM | | #0.500.00 |
| E 45 WPLG 09/30/12 09/30/12 | Revenge | CM | 9-10pm | 1 | . :30 | 1 \$6,50 | 0.00 P-2 | 0.00 NM | 1 | \$6,500.00 |
| Start Date End Date | Weekdays Spots/ | Mook | Rate R | tating | | | | | | |
| Week: 09/24/12 09/30/12 | 1 | | \$6,500.00 | 0.00 | | | | | | |
| E 46 WPLG 09/25/12 10/01/12 | M-F 11-1135P C | M | 11-1135P | MTWTF | :30 | 3 \$2.00 | 0.00 P-2 | 0.00 NM | 3 | \$6,000.00 |
| | M-F 11-1135P | | • | | | , , | | | | . , |
| Start Date End Date | Weekdays Spots/ | <u>Week</u> | <u>Rate</u> R | tating | | | | | | |
| Week: 09/25/12 10/01/12 | MTWTF | 3 | \$2,000.00 | 0.00 | | | | | | |
| E 47 WPLG 09/29/12 09/29/12 | | M | Various | 1- | :30 | 1 \$1,20 | 0.00 P-2 | 0.00 NM | 1 | \$1,200.00 |
| | M-Su Late Run Late N | | (11:00 PM-11:35 | • | | | | | | |
| Start Date End Date | Weekdays Spots/ | | | tating | | | | | | |
| Week: 09/24/12 09/30/12 | 1- | | \$1,200.00 | 0.00 | | 4 64 00 | 0.00 0.0 | 0.00 NA | _ | #4 000 00 |
| E 48 WPLG 09/30/12 09/30/12 | | M | 11-1135P | 1 5 DM) | . :30 | 1 \$1,60 | 0.00 P-2 | 0.00 NM | 1 | \$1,600.00 |
| Start Date End Date | SUN 11-1135P Weekdays Spots/ | Mook | (11:00 PM-11:35 | tating | | | | | | |
| <u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12 | <u>vveekuays</u> <u>Spots/</u> 1 | | Rate R \$1,600.00 | 0.00 | | | | | | |
| E 49 WPLG 09/25/12 10/01/12 | M-F 1135-12:06a Nightliß | | 1135p-1206am | MTWTF | :30 | 3 \$95 | 0.00 P-2 | 0.00 NM | 3 | \$2,850.00 |
| 210 111 20 00/20/12 10/01/12 | M-F Nightline | r171 | (11:35 PM-12:02 | | 100 | σ φου | 0.00 | 0.00 / | | +=, |
| Start Date End Date | Weekdays Spots/ | Week | • | tating | | | | | | |
| Week: 09/25/12 10/01/12 | MTWTF | 3 | \$950.00 | 0.00 | | | | | | |
| E 50 WPLG 09/25/12 10/01/12 | M-F 12:06-1:06a Kimme0 | M | 1206-106a | MTWTF | :30 | 2 \$40 | 0.00 P-2 | 0.00 NM | 2 | \$800.00 |
| | M-F Kimmel | | | | | | | | | |
| Start Date End Date | Weekdays Spots/ | | | tating | | | | | | |
| Week: 09/25/12 10/01/12 | MTWTF | 2 | \$400.00 | 0.00 | | | | | <u> </u> | |